

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
March 17, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, Vice President	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
	Jim McPartlin, Secretary	W Hotel Hollywood
	Neelura Bell	CRA/LA
	Chris Bonbright	Whitley Court Partners
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Galo Medina	Comprehensive Financial Services
	Don Mushin	Toyota of Hollywood
	Louis Pelliccia	The Kress
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
Directors Absent	Greg Angelo	Metro
	Michael Gargano	Argent Ventures, LLC
	Nathan Korman	NBK, LLC
	Captain Beatrice Girmala	LAPD
	Jan Martin	AMDA
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA
Guests	Jeff Loeb	Pantages/Streetscape Committee Chair

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:12 p.m.

II. Public Comment

There was no public comment.

III. Approval of Minutes

Morrison reminded the board that the minutes from the November 2010 meeting were not approved, due to lack of time at the meeting. **It was moved by John Tronson, seconded by Chris Bonbright and CARRIED to approve the Minutes from November 18, 2010.**

It was moved by John Tronson, seconded by Louis Pelliccia and CARRIED to approve the Minutes from February 17, 2011.

IV. Treasurer's Report

A. Treasurer's Report for February 2011:

Stephan reported that we have received the first installment of BID assessments totaling \$1.2M. At the moment, all expenses are on target. Morrison noted that there is \$96,000 in the contingency budget and that the Facelift Committee will likely make recommendations for those funds. There is also a surplus of \$99,600 in the landscape/streetscape budget, which may be used for capital improvements and/or maintenance. With all deposits and expenses, the association is expected to have approximately \$290,000 cash on hand at the end of the year.

For clarification, she added that the Facelift project will not be subsidizing improvements on private property, but will offer technical expertise for all property owners, focusing on Hollywood Boulevard. **It was moved by Tej Sundher, seconded by Don Mushin and CARRIED to approve the Treasurer's Report for February 28, 2011.**

V. Committee/Activity Reports

A. Hollywood Facelift Working Group

1. Draft goals and objectives for 2011/timeline: Morrison distributed a spreadsheet identifying the various objectives and deadlines for the Facelift Initiative, as identified by the committee. Initial thoughts include: a cocktail party for all property owners to publicly announce the program; a retail seminar with consultants that specialize in storefront displays and inventory assessments; a demonstration project whereby a building is repainted; a preferred vendor handbook for property owners that would offer reduced rates for services; and a partnership with the CRA for a façade improvement program.

2. Draft of "Contract with Hollywood:" A copy of the draft contract with Hollywood was distributed to the Board. The contract includes a menu of various improvements that property owners or tenants would be willing to commit to before the Academy Awards, in 2012. Services range from basic window washing to repainting or reconstructing a building façade.

3. Meetings with Sherwin Williams: Committee members have met with representatives from Sherwin Williams to explore a potential partnership whereby the price of paint would be discounted for property owners within the HED. So far, they have created some color palettes and renderings of what buildings might look like repainted. Simultaneously, BID staff is working towards securing bids for repainting all the curb zones along Hollywood Boulevard, Highland Avenue, Vine Street, and Cahuenga Boulevard. Preliminary bids are approximately \$5,000. **It was moved by Thad Smith, seconded by Chris Bonbright and CARRIED to allocate \$5,000 from the Landscape/Street Furniture/Maintenance budget to paint the curbs in Zone 1.**

4. Preferred vendor handbook: Morrison reported on a proposal to negotiate up to \$1000/week retainer agreement with Jeff Rouze to work approximately 20 hours a week in support of the Hollywood Facelift initiative, which could extend until the remainder of the year. Smith suggested that the contract include a list of deliverables and a 30 day termination clause for both parties. **It was moved by Chris Bonbright, seconded by Thad Smith and CARRIED to authorize staff to negotiate a contract to retain the services of Jeff Rouze for \$1000 per week, not to exceed the period ending December 31, 2011.**

B. Security Committee

1. Cahuenga Corridor: Tronson reported that there have been some recent crime incidents in Hollywood along the Cahuenga Corridor. Capt. Girmala has expressed concern for what appears to be an escalation in crime associated with nightclubs and party buses and has asked the BID to assist in organizing a meeting with club operators.

2. W Metro Plaza (XYZ Plaza): McPartlin reported that Delphine has declined to provide a food cart for the plaza so he would advise moving forward with another vendor. Morrison suggested Cindy Lopez, the hot dog vendor who had formerly been located at Hollywood and Highland, as a potential candidate. Tables and chairs for the plaza have been purchased and 'no loitering' signs have been installed.

3. Hollywood Safe Sidewalks Campaign: Tronson reported that Mitch O'Farrell has continued to lead efforts to address issues related to illegal vendors, costumed characters and tour bus operators in Hollywood. The CD-13 task force, which includes representatives from the HED Security Committee, is working on developing signs that would advise tourists that they are not obliged to give money to street characters and CD vendors.

C. Streetscape Committee

1. Maintenance Headquarters: MacPherson reported that she is still looking for space for the maintenance team's headquarters. MacPherson said that the team will have to abandon their current location on Selma Avenue when construction for the housing complex begins in September.

2. Walk of Fame repair: MacPherson reported that the CRA is working to expedite funds for the Ficus tree removal and tree planting along Hollywood Boulevard, referred to as the Crossroads Project. With the support from the board, MacPherson would like to see that this area is set as a priority for repair at the Walk of Fame Repair Task Force meeting, which she attends.

3. Annual Tree Trimming: MacPherson advised the Board that tree trimming will be more costly this year as the contractor, ValleyCrest Tree Care Services, is prepared to raise the canopies of the Ficus trees along the Walk of Fame. This approach will allow more light to reach the Walk of Fame and remove the low-lying branches that have been hit by trucks and buses. The total cost for trimming trees is \$42,600, which is a pre-approved budget item.

D. Marketing Committee

1. Cirque du Soleil: Strecker reported that he and Morrison will be meeting with Cirque du Soleil on April 5th to discuss a special visitor guide aimed at promoting restaurants, bars, and transportation options in the HED.

2. Reactions to new newsletter format: Strecker said he has received many positive comments on the new HEDLines newspaper. He has received several inquiries regarding advertising, and is working on identifying appropriate costs and ad specs. The second issue will be distributed in April.

VI. Old Business

A. Update on P-3 Parking Proposal: Morrison reported that the City Council voted to abandon the P-3 Proposal. Subsequent to the vote, Morrison has met with city staff relative to discuss a potential parking district. Gubler stated that there are great challenges in creating a district since parking garage funds have largely been used to repay bonds and the revenues flow back to the general fund. Morrison and Gubler will continue to participate in the parking advisory committee, established by the city, to help provide input from the business community on the need for affordable and convenient parking in Hollywood.

B. Mobile Food Vending Task Force: Strecker reported that the County has now established its own Task Force to address mobile food vendors, independent of the City's task force. Strecker, along with other BID representatives, recently spoke at the City Council's Transportation Committee in support of a "One food truck per block" ordinance, however the

committee was reluctant to act on any motion that fell outside the realm of public safety concerns. The Business and Job Development Committee is the next group to take up the matter. The Board discussed several strategies including employing BID security to ticket trucks if they are not meeting the requirements. Gubler suggested setting up a meeting with Supervisor Yaroslavsky to explore options.

- C. Update on state budget implication on local redevelopment activities: Neelura Bell reported that the State Senate was one vote short last night of eliminating the Agency. As of now, the CRA will proceed until June 30, 2011. It is unclear at this time which tasks will remain under CRA's jurisdiction, and which programs will be diverted to other departments in the City. In the meantime, CRA Staff has been working on agreements and commitments for encumbered projects.

VII. New Business

- A. CEQA Reform: Morrison discussed the current need for CEQA reform due to all the stalled development projects throughout Hollywood that have been victim of CEQA lawsuits. On March 31, there will be a conference, convened by the California Infill Builders Association on the topic of "Repairing CEQA." The conference will take place at Sunset & Vine Tower. The Chamber is also taking an active leadership role on this topic, and a recent op-ed piece in the LA Business Journal addressing this issue was distributed to the Board.

VII. Executive Director's Report

Morrison stated that preconstruction on the EaCa Alley Project has begun and all private property has been removed. Staff has been assisting the EaCa Alley Association in the development of their bylaws, articles of incorporation and formation of their Board, which recently elected Dave Gajda as President.

X. Next Meeting:

The next meeting was scheduled for April 21, 2011.

XII. Adjourn

The meeting was adjourned at approximately 5:45 p.m.